



CIRCUIT MIND

AI for electronic product development



**AI is eating the world and
electronic design teams must not
be left behind**

***“AI is more profound than electricity or fire”
Google CEO – Sundar Pichai***

Hardware companies are losing millions because their electronic development process is manual and sub-optimal

Deliver commoditised quality products, sub-optimal in power, size and performance

Get to market 3 – 12 months slower than they can with a less manual process

Spend \$75k - \$10M hiring and retaining engineering talent in a skill-short market

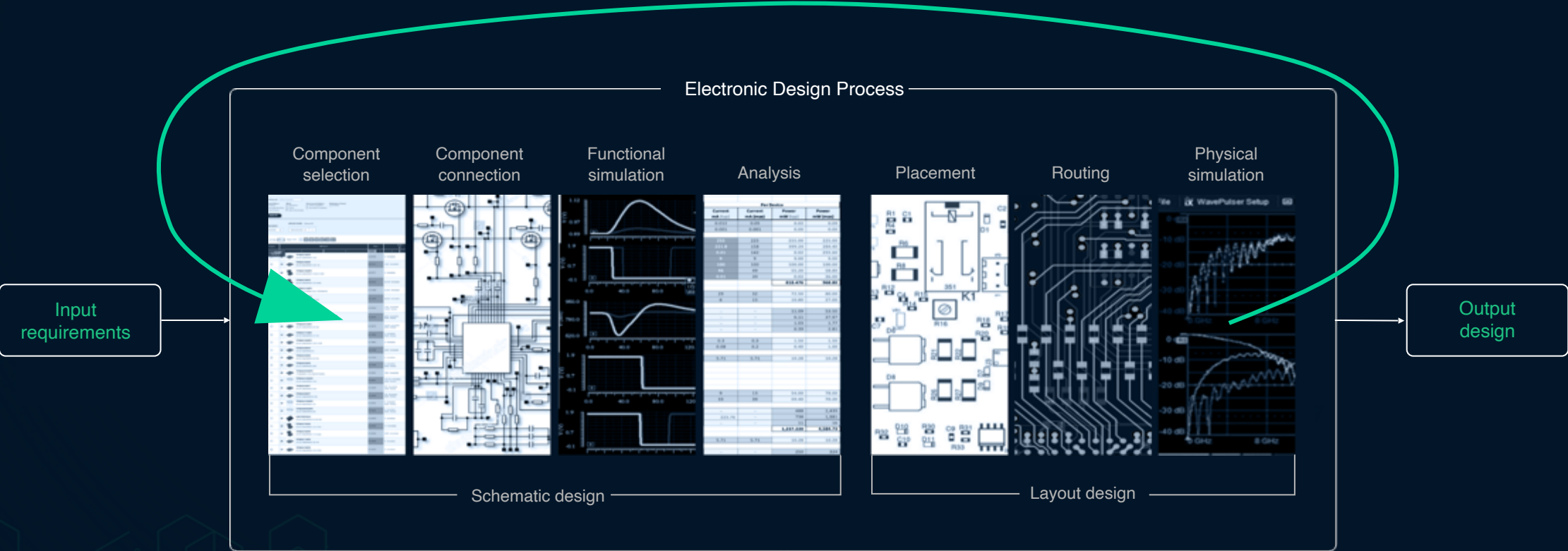
Miss millions in BoM cost savings and introduce supply-chain risk due to insufficient component optimisation

Lose millions in maintenance costs from product reliability and lifecycle issues



The root cause is that the electronic design process hasn't changed in 40 years; the same for the Apple I (1976) and the MacBook Pro 14(2021)

3-10 iterations



Time Consuming

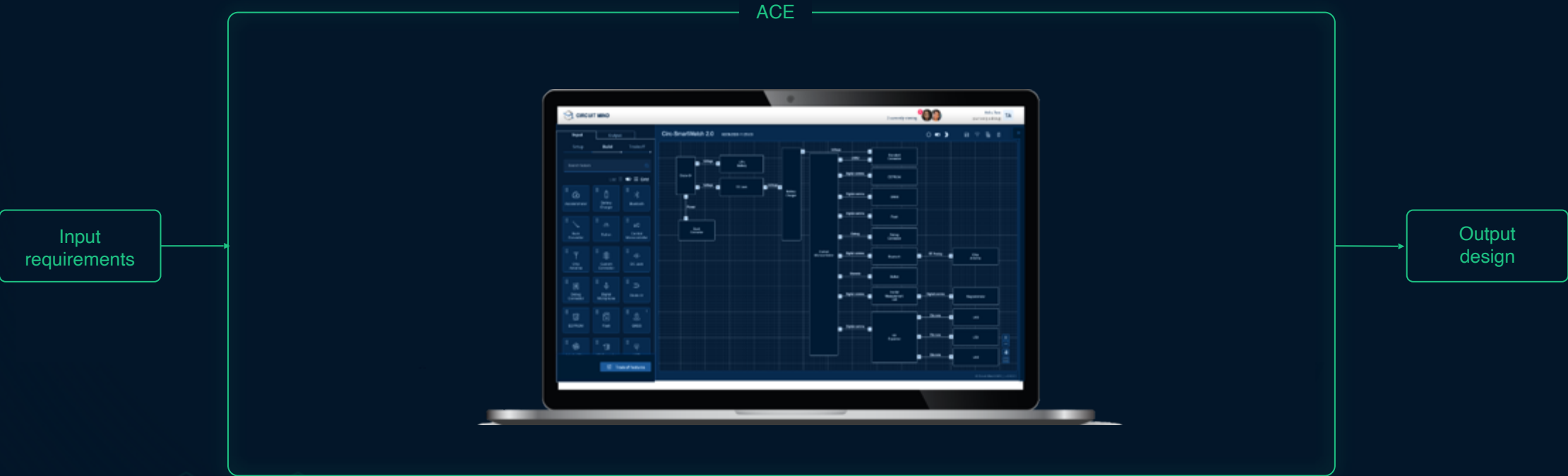
Low quality

Error-prone

Manual



Our patented software algorithmically generates multiple optimal BoMs and circuit designs in seconds instead of weeks/months



Instant

Automatic

Zero errors

Optimised



Engineering companies across industries use Circuit Mind



BAE SYSTEMS



TREK

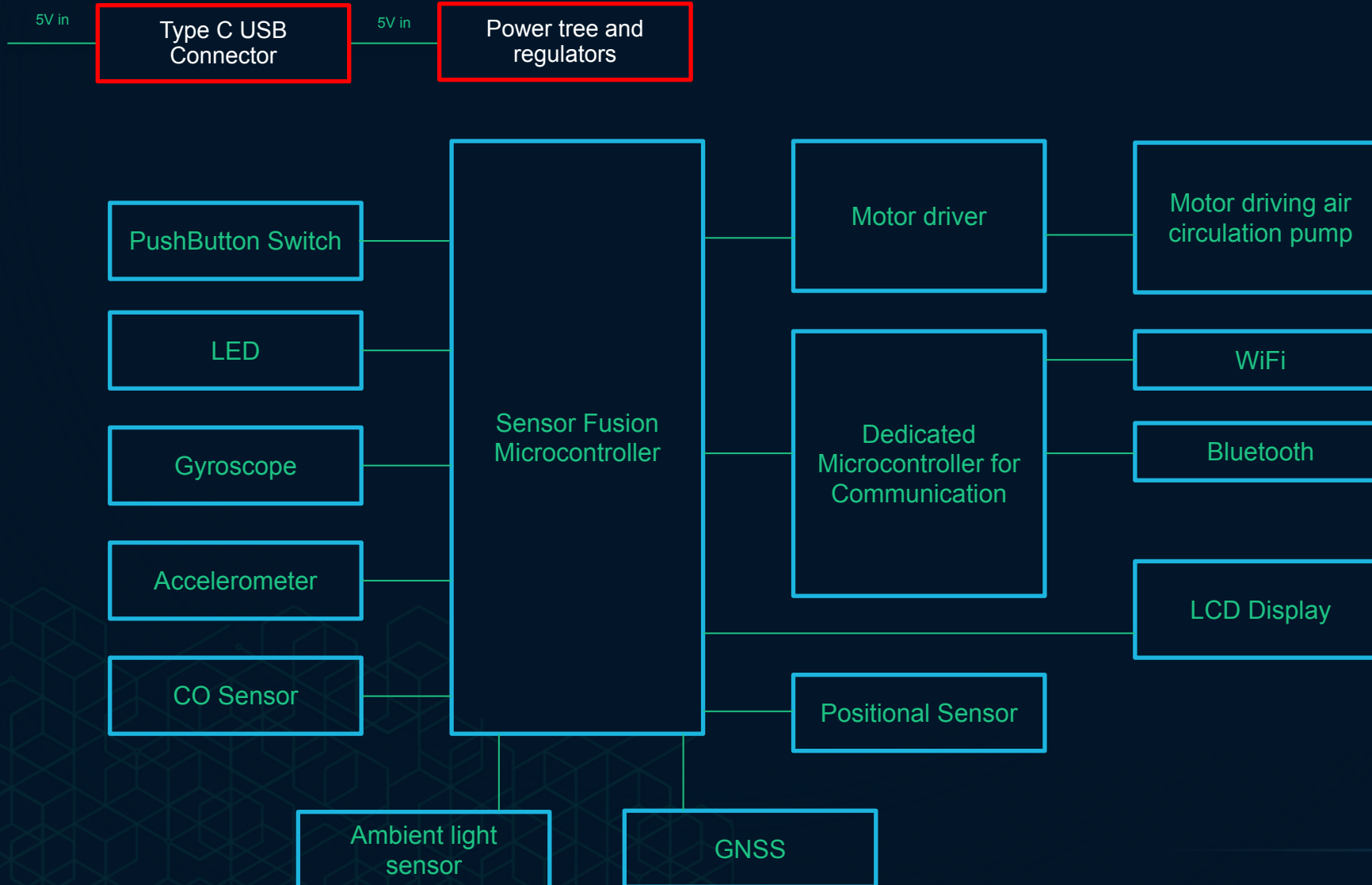


Products designed with Circuit Mind's AI are in production

- **Agricultural monitoring device**
- **Cycling computer for electric bike**
- **Smart air quality monitor**
- **Asset tracker for fleet management**
- **Pick and place machine controller**
- **Electronic control unit**



An OEM used Circuit Mind to enhance their ECAD software in developing smart agricultural monitoring system



- Minimise BoM
- Small form factor
- Low power



Automation transformation with Systems Design Automation

Current state

Future state

**Component
selection and
Schematic Capture**

1 – 8 weeks



10 minutes

**Circuit design
optimisation**

Single option



4 options: 25% Cost, 33% Size, 40%
Power reduction

Respins

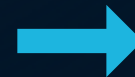
2 respins/project



1 respin prevented = 1 month saved

**Design
Documentation**

Manual, Time-sink, Tedious, (FMEA,
Derating)



2 months saved

CONFIDENTIAL



Ask: Introductions and Demonstrations to:

- Innovation team
- VPs, Directors, Managers and Heads of:
 - Product Development
 - Electronic Engineering
 - Hardware
 - R&D

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